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**CENTRAL FAX CENTER****APR 17 2008****FAX TRANSMISSION****DATE:** April 17, 2008**PTO IDENTIFIER:** Application Number 09/545,524

Patent Number

**Inventor:** Seth HABERMAN et al.**MESSAGE TO:** Examiner Igor Borissov**FAX NUMBER:** (571) 273-8300**FROM:** WILMER CUTLER PICKERING HALE AND DORR LLP

Yung-Hoon Ha

**PHONE:** (212) 230-8800**Attorney Dkt. #:** 2000522.00124US1**PAGES (Including Cover Sheet):** 5**CONTENTS:** Interview Request (3 page)  
Certificate of Transmission (1 page)

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CENTRAL FAX CENTER  
APR 17 2008

PTO/SB/97 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Application No. (if known): 09/545,524

Attorney Docket No.: 2000522.00124US1

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Interview Request (3 page)

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CENTRAL FAX CENTER

PTOL-413A (10-07)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

### Applicant Initiated Interview Request Form

Application No.: 09/545,524 First Named Applicant: Seth HABERMAN  
Examiner: I. N. Borissov Art Unit: 3628 Status of Application: Pending

#### Tentative Participants:

(1) Yung-Hoon Ha (2) Jeremy Rosenberg  
(3) Examiner Borissov (4) \_\_\_\_\_

Proposed Date of Interview: \_\_\_\_\_ Proposed Time: 1 PM (AM/PM)

#### Type of Interview Requested:

(1) ☐ Telephonic (2) ☒ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☒ YES ☐ NO

If yes, provide brief description: Software demonstration of invention

### Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Rejection</u>	<u>1</u>	<u>Cited Refs.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☒ Continuation Sheet Attached

#### Brief Description of Arguments to be Presented:

1. References fail to describe or suggest making one or more variations of a video commercial example while substantially maintaining the same intended message of the video commercial example
2. Claims allow creation of customized video commercial without interaction from viewer, whereas cited reference requires specific interaction from viewer

An interview was conducted on the above-identified application on \_\_\_\_\_

#### NOTE:

This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP §713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

\_\_\_\_\_  
Applicant/Applicant's Representative Signature

\_\_\_\_\_  
Examiner/SPE Signature

Yung-Hoon Ha

\_\_\_\_\_  
Typed/Printed Name of Applicant or Representative

56,368

\_\_\_\_\_  
Registration Number, if applicable

PTOL-413A (10-07)  
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I. (Currently Amended) A method for creating a customized video commercial, ~~an advertisement campaign, said advertisement campaign providing a narrative framework for creating a personalized advertisement for an intended audience, wherein said personalized advertisement is based on user profile data of said intended audience,~~ said method comprising:

receiving at least one ~~default video commercial example of a video commercial~~ created by an advertiser, wherein said at least one ~~default video commercial example is a completed video commercial that includes inserted video segments and audio segments and that provides an intended message from said advertiser to said intended audience;~~

~~delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which said video commercial is to be distributed;~~

receiving from said advertiser general characteristics of members of said intended audience to whom said customized video commercial is to be distributed;

~~creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;~~

receiving from said advertiser an entity profile template that includes a substantially complete definition of information to be retrieved regarding one or more target entities to which said customized video commercial is to be distributed;

constructing a video commercial template based on the at least one ~~default video commercial example~~ that includes a plurality of media segment slots arranged in time sequence order wherein said media segment slots comprise video segment slots and audio segment slots;

constructing a resource library ~~library, based on the at least one default video commercial example,~~ that includes a plurality of ~~media segments including~~ video segments and audio segments, wherein each video segment is selectable for insertion into at least one of said video segment slots and each audio segment is selectable for inserting into at least one of said audio segment slots, ~~wherein at least one of said audio and video segment is selectable for a same one of said segment slots of said video commercial template,~~ and wherein said audio and video segments are incomplete portions of a complete ~~personalized~~ customized video commercial;

searching, based on said general characteristics and said entity profile template, one or more databases to acquire a list of target entities and information regarding each of said target entities.

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said target entities comprising entities to which said customized video commercial is to be distributed; and

constructing, for each target entity in said list of target entities, said ~~personalized~~ customized video commercial by inserting one or more video segments from said resource library into said video segment slots and by inserting one or more audio segments from said resource library into said audio segment slots, wherein said one or more video segments and said one or more audio

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